



CITY OF HOUSTON

JOB DESCRIPTION

Job Code: 963.2

Job Title: **SENIOR ACCOUNT EXECUTIVE**

Pay Grade: 22

GENERAL SUMMARY:

Promotes and sells the City of Houston and Convention Center to potential clients for major conventions, meetings, seminars, banquets, recreational programs and public events in a national and/or local capacity.

RESPONSIBILITIES:

- Promotes and sells City facilities and parks to encourage new and repeat major event bookings by generating sales/sponsorship leads and responding to leads provided by the GHCVB and other sources by sending proposals and marketing materials.
- Attends sales FAM (familiarization) trips and conducts site visits, tours, taste testings, planning meetings and other activities as requested to seek out and evaluate sales/sponsorship leads.
- Reserves dates, prepares contracts, attachments and amendments for all clients and follows through until completion.
- Maintains information such as current and potential sponsorship and/or sales profiles on a database, i.e. ConCentRics, Microsoft Access or other similar type database software.
- Handles receipts of all payments and insurance compliance before event. May process and attain required permits and collect permit fees.
- Coordinates needs of licensees for their event, including requirements, set-ups and adherence to City Ordinances, life safety codes and departmental policies.
- Relays all information regarding event and coordinates logistics in advance with facility staff, engineering, building maintenance, first aid, audio visual, security, food service, decorators, electricians, communications, parking and local vendors.
- Completes all pre-event information, such as event memos, flow sheets, pre-inspection reports, order forms, checklists, and any other necessary paperwork.
- Oversees all aspects of event management to ensure smooth operation of the event, including implementing all emergency procedures.
- Completes post-event reports and settlements, analysis, and event histories as needed.
- May participate in related industry meetings and local community events; visit future events in other cities and/or facilities to generate new business and/or research upcoming events.
- May perform special projects as assigned.

SPECIFICATIONS:

KNOWLEDGE:

Requires a Bachelor's degree in Business Administration, Liberal Arts, Social Sciences, or a closely related field. Requires a valid Texas Driver's License and compliance with the City of Houston's policy on driving.

SPECIFICATIONS: (continued)

EXPERIENCE:

Four years of professional experience in the marketing or hospitality industry are required.

Pertinent professional experience in the marketing or hospitality industry may be substituted for the above education requirement on a year-for-year basis.

COMPLEXITY:

Work requires the direct application of a variety of procedures, policies and/or precedents. Moderate analytic ability is required in applying guidelines, policies and precedents, and in adapting standard methods to fit facts and conditions.

IMPACT OF ACTIONS:

Errors could lead to moderate expenses and inconveniences. Work is typically performed under limited supervision with alternating periods of relative autonomy and general review. The supervisor generally plays a substantial role in setting objectives and organizing work.

SUPERVISION EXERCISED:

Direct Supervision:

Involves general scheduling and review of work as a "working supervisor" or lead person.

Indirect Supervision:

No indirect reports.

CONTACTS:

Internal Contacts:

Level of internal contact is primarily with the clerical and technical staffs and occasionally with professionals and supervisors. Interaction requires moderate tact and cooperation.

External Contacts:

Level of external contact is primarily with citizens, visitors and/or mid-level representatives of government agencies, guests, vendors and professional contacts with allied organizations. Interaction involves considerable explanation and persuasion leading to decision, agreement or rejection on complex issues that requires diplomacy; e.g., important contacts involving difficult matters of agreements, negotiations and controversies.

PHYSICAL EFFORT:

The position requires stooping, bending and/or lifting of items of up to 30 pounds with occasional periods of walking on rough surfaces.

WORK ENVIRONMENT:

There are no major sources of discomfort, i.e., essentially normal indoor environment with acceptable lighting, temperature and air conditions.

PHYSICAL SKILL:

Requires the ability to make simple gross motor responses within large tolerances.

MISCELLANEOUS:

All duties and responsibilities may not be included in the above description.

JOB FAMILY:

Account Executive

Senior Account Executive

Effective Date: October 1998

Revised Date: January 2002